

PLANS FOR THE CONFERENCE ON  
THE MOTIVATIONAL MECHANISMS OF CIGARETTE SMOKING

(A SPECIAL PROJECT BY THE COUNCIL FOR TOBACCO RESEARCH)

AS APPROVED BY THE CONFERENCE COMMITTEE

OCTOBER 9, 1970

THE CONFERENCE COMMITTEE

WILLIAM L. DUNN, JR., PH.D., CHAIRMAN  
ASSOCIATE PRINCIPAL SCIENTIST  
PHILIP MORRIS U.S.A.

WILLIAM BATES, PH.D.  
DIRECTOR OF RESEARCH AND DEVELOPMENT  
LIGGETT & MYERS, INC.

ROBERT C. HOCKETT, PH.D.  
ASSOCIATE SCIENTIFIC DIRECTOR  
THE COUNCIL FOR TOBACCO RESEARCH

1003292014

TIME: January 12 through January 15, 1972  
(Departure date; January 16, 1972)

PLACE: La Belle Creole Hotel, St. Martin (Sint Maarten)  
Island, French-Netherlands Antilles

ACCOMMODATIONS: Seaward rooms, Full American Plan,  
Conference facilities

1003292015



# PHILIP MORRIS

U.S.A.

RESEARCH CENTER, P.O. BOX 30, RICHMOND, VIRGINIA 23206 TELEPHONE (703) 275-8361

Dear Professor \_\_\_\_\_:

A scientific conference on the topic "The Motivational Mechanisms of Cigarette Smoking" is being planned by the Council for Tobacco Research. This letter is an invitation to you to participate in that conference. The purpose of the conference is to encourage the scientific community to address itself more diligently to the question underlying the pervasive practice of cigarette smoking; namely, "What is the nature of the gratification associated with the smoking of a cigarette?" Domestic cigarette consumption in 1969 was 9% higher than in 1960, and most recent sales figures suggest an upswing in consumption rates. How can we account for this remarkable intractableness of cigarette smoking in face of the resourceful anti-smoking campaigning that has characterized the decade of the sixties?

The plan is to call for original conceptual papers and the reporting of results of recent investigations for discussion before an assembly of life, behavioral and social scientists. Out of such proceedings and their publication might come the impetus for a renewed scientific attack upon a question that in recent years has not been accorded the priority that it rightfully merits; a question which must be answered if the phenomenon of smoking is to be viewed in a rational and realistic manner.

Sponsorship of such a project by the Council for Tobacco Research rests upon the conviction that the industry will benefit more from the results of an impartial, scholarly attack upon the question than from a continuation of the present state of inadequate knowledge.

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We have received a strong endorsement of the topic and agreement to participate in the conference from a number of key researchers, including Hans Selye from the University of Montreal, Paul Lazarsfeld of Columbia University, Larry Stein from Wyeth Laboratories, and Murray Jarvik from the Albert Einstein School of Medicine and Surgery. Convinced from this response that the proposal is sound, we are proceeding to invite an additional fifteen investigators who we feel could make a genuine contribution because of the relevance of their expertise to the problem and/or because their published work has revealed competent interest in the subject.

We have reserved accommodations at La Belle Creole Hotel on Saint Martin Island of the French Antilles for January 12-16, 1972. The Council for Tobacco Research will pay your expenses. Information about the conference site and a tentative conference program are enclosed.

We are looking forward to a stimulating and provocative conference. We hope you can join us. Please address your reply and inquiries to the committee chairman.

Sincerely yours,

William L. Dunn, Jr., Ph.D.  
Conference Committee Chairman

Conference Committee:

William Bates, Ph.D.  
Director of Research & Development  
Liggett & Myers, Inc.

William L. Dunn, Jr., Ph.D.  
Associate Principal Scientist  
Philip Morris U.S.A.

Robert C. Hockett, Ph.D.  
Associate Scientific Director  
The Council for Tobacco Research

1003292012

## LIST OF PROPOSED CONFEREES

### Program Participants

A. K. Armitage, Ph.D., Research Pharmacologist, Tobacco Research Council Laboratories, Harrogate, England

Barbara B. Brown, M.D., Chief of Experimental Psychiatry, Sepulveda VA Hospital, Los Angeles

Sheldon B. Cohen, M.D., Director, Outpatient Dept. Psychiatric Clinic, Grady Memorial Hospital, Atlanta, Georgia

Albert Damon, Ph.D., M.D., Lecturer, Anthropology and Epidemiology, Harvard University

E. F. Domino, M.D., M.S., Professor of Pharmacology, University of Michigan

Walter B. Essman, Ph.D., Professor of Psychology, Queens College

\* H. J. Eysenck, Ph.D., Professor of Psychology, Institute of Psychiatry, University of London

\* Erich Fromm, Ph.D., Professor of Psychoanalysis, Medical School, National University of Mexico and Adjunct Professor of Psychology, New York University

Norman W. Heimstra, Ph.D., Professor of Psychology, University of South Dakota

Ronald R. Hutchinson, Ph.D., Associate Professor of Psychology, Western Michigan University

Richard J. Hickey, Ph.D., Fels Institute of Local and State Governments, University of Pennsylvania

\* Murray E. Jarvik, Ph.D., Associate Professor of Pharmacology, Albert Einstein College of Medicine

Seymour S. Kety, M.D., Department of Psychiatry, Harvard Medical School

\* Paul Lazarsfeld, Professor of Sociology, Columbia University

1003292018

M. Powell Lawton, Ph.D., Director, Behavioral Research,  
Philadelphia Geriatric Center

\* Neal Miller, Ph.D., Professor of Psychology, Rockefeller  
University

\* Stanley Schacter, Ph.D., Professor of Social Psychology,  
Columbia University

\* Hans Selye, M.D., Ph.D., Director, Institute of Experimental  
Medicine and Surgery, University of Montreal

\* Larry Stein, Ph.D., Manager, Department of Psychopharmacology,  
Wyeth Laboratories

Leo Srole, Ph.D., Professor of Social Sciences, Department of  
Psychiatry, Columbia University College of Physicians and  
Surgeons

Caroline B. Thomas, M.D., Lecturer in Epidemiology, School of  
Hygiene and Public Health, Johns Hopkins University School  
of Medicine

Silvan Tomkins, Ph.D., Director, Center for Research on  
Cognition and Affect, City University, New York

David Wise, Ph.D., Research Psychologist, Wyeth Laboratories

#### Other Conferees

William Bates, Ph.D., Vice-President and Director of Research  
and Development, Liggett & Myers

Robert C. Hockett, Ph.D., Associate Scientific Director, The  
Council for Tobacco Research

William L. Dunn, Jr., Ph.D., Associate Principal Scientist,  
Philip Morris U.S.A.

Raymond Fagan, M.P.H., Principal Scientist, Philip Morris U.S.A.

Charles Kensler, Ph.D., Senior Vice-President, Arthur D.  
Little Inc.

One scientific representative from each of six companies

Chairman, The Council for Tobacco Research

Public Relations Officer for the Council for Tobacco Research

Legal Officer, The Council for Tobacco Research

\* Invitation tendered and accepted.

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TENTATIVE CONFERENCE PROGRAM IN DETAIL

WEDNESDAY EVENING

Selye Keynote Address - Smoking as a Defensive Response to  
the Effects of Stress

THURSDAY MORNING

The Relationship of Smoking to Affective Experience

Thomas, Caroline B. - Anxiety and Smoking

Lawton, M. Powell - Tension, Psychopathology and Smoking

Hickey, Richard J. - Smoking as Displacement Activity

Schacter, Stanley - Discussion

THURSDAY AFTERNOON

Smoking and Social Adaptation

Cohen, Sheldon - Smoking as Deterrant to the Development  
of Psychopathology

Lazarsfeld, Paul - Adaptation to Withdrawal from Smoking

Damon, Albert -

Srole, Leo - Discussion

FRIDAY MORNING

Psychological Models and Smoking Behavior

Miller, Neal

~~Fromm, Erich~~

Eysenck, H. J.

~~Tomkins, Silvan~~

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## SATURDAY MORNING

### Response Pattern Changes Associated with Smoking

- Hutchinson, Ronald - The Effects of Smoking upon Covert and Overt Aggressive Responses
- Wise, David - Modification of Animal Response to Punishment via Nicotine
- Heimstra, Norman - Human Performance Efficiency and Smoking
- Essman, Walter - Nicotine Action on Memory Consolidation
- Armitage, A. K. - Discussion

## SATURDAY AFTERNOON,

### The Physiological Substrate of Smoking Behavior

- Stein, Larry - The Physiological Basis of Motivation and Reward - The Smoking Act as a Paradigm
- Brown, Barbara - Subjective Correlates of EEG Changes Associated with Smoking
- Domino, E. F. - Effects of Smoking on Central Nervous System
- Jarvik, Murray - Discussion

## SATURDAY EVENING

### Conference Critique and Evaluation

Kety, Seymour

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### PROPOSED TARGET DATES

- NOVEMBER 1, 1970 - Mailout of letters of invitation
- JANUARY 1, 1971 - Mailout tentative program and participants
- APRIL 15, 1971 - Review and literature packet
- JULY 1, 1971 - Deadline for first drafts of papers  
(non-research) for distribution to  
discussants
- SEPTEMBER 1, 1971 - Deadline for first drafts of research  
papers for distribution to participants
- NOVEMBER 1, 1971 - Deadline for first drafts of discussants'  
papers
- DECEMBER 1, 1971 - Program finalized - Mailout of final  
instructions to conferees

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